

# Course Syllabus

ADV 3008: Principles of Advertising

Spring 2018

Section: 5632

1060 Weimer Hall

Office Hrs: M-H by email appointment [mweigold@jou.ufl.edu](mailto:mweigold@jou.ufl.edu)

## Objectives:

- Students can identify and define key basic concepts in advertising and marketing communications
- Students can describe jobs in advertising, social and ethical issues that surround the practice of advertising, and the steps and processes involved in creating an advertising campaign
- Students can successfully identify criteria used in creating and executing plans for media, creative, strategy, research, and campaigns

## Course Text:

Arens & Weigold, 15e (2017). Contemporary Advertising and IMC. Burr Ridge, IL: McGrawHill/Irwin and McGrawHill. Purchase the text and homework (Connect Plus) in our Canvas shell. The book is digital and purchasing will also give you access to the homework system. If you would prefer a paper copy the publisher will mail you one for \$20 more.

Note: If you are waiting for financial aid to disburse McGraw Hill gives you two weeks of free access if you request it. Don't wait to buy the book as you will miss homework.

## Description:

Advertising is a pervasive force in modern society. Each year advertisers spend upwards of a thousand dollars for each person living in the U.S. What is the purpose of such expenditures, and what are the effects? Those are some of the issues this course will deal with.

We also examine advertising from the inside, from the perspective of the advertiser (the client) and the specialists who create advertising, the ad agency. You will learn about the different roles within each of these types of organizations. You will also find out about how they do their job, what people inside the business are like, and what role you might someday play should you choose an advertising career.

## Grades

Your grade is based on the number of points that you earn out of 200 possible.

Grade is for the number below or higher

A = 183, A- = 180

B+ = 174, B = 163, B- = 160

C+ = 154, C = 143, C- = 140

D = 120

E = <120

Points come from two sources: exams (worth 150 points total, 3 exams worth 50 points each) and homework (50 points total). Extra credit is also available.

For more information on UF's grade policy

see: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)Links to an external site.

## Exams

3 exams worth 50 points each, 150 points total. Exams are objective (50 questions, multiple choice, 1 point each). **Exam Schedule**

Exam 1: Feb 13; Chapters 1-6.

Exam 2: March 20; Chapters 7-9, 13, 14

Exam 3: April 24; Chapters 15-18, 10-11

## Homework

9 assignments, 5.56 points each, approx 50 points total. When referencing posted homework due dates, the homework opens the day before at 12 am and closes at 11pm on the due date (i.e., you have approximately 47 hours to complete the homework). Missed homework cannot be made up for any reason without prior approval from the instructor.

## Extra Credit

Extra credit can be earned several ways:

- Participate in research studies. 2 points for each hour of participation, up to a maximum of 10 points.

- Bonus questions from the Wall Street Journal. Each exam will have five bonus questions. Other opportunities may be offered as well.

## **Absences**

Class attendance is expected. If you miss a class please work with other students to get information from lectures and find out about class announcements. I do not share Power Points from lectures, nor are these posted online.

## **Excused Exam Absences**

Missing an exam without permission results in a zero. You can make up an exam if :

- you had an unexpected and unpreventable emergency and
- you can provide written documentation of the emergency (doctor's note, accident report) and
- you notify (or have someone notify) me or the advertising office prior to the exam. You can contact me by email ([mweigold@jou.ufl.edu](mailto:mweigold@jou.ufl.edu)) or call the Advertising Department (352-392-4046).

## **Lateness**

Please arrive on time. Bus service can be tricky. Be sure to arrive early for exams as exams are not distributed after the start of the exam period.

## **Classroom Behavior**

Respect the class and your fellow students by attending to the lecture, using your computer only for taking notes, and contributing in a positive way to the classroom environment. Repeated disruptive behavior will lower your grade. Please arrive on time and do not leave before the end of class.

## **Academic Integrity and Honesty**

Familiarize yourself with UF's honor code by following the link below. <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> (Links to an external site.)[Links to an external site.](#)

## **Accommodations:**

Students requesting classroom accommodation must first register with the Dean of Students Office. Then arrange an office visit with me so I can provide the accommodation that you need. I prefer these be done within the first two weeks of the semester.

## **Course Evaluations:**

Students feedback is valuable to me. You can share your opinions about the class and your experience at <https://evaluations.ufl.edu> (Links to an external site.)[Links to an](#)

[external site](#). . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

**Key Dates and Module (Homework) Number:**

**For Exam 1:**

**1/16**-Chapters 1-2

**1/30**-Chapters 3-4

**2/06**-Chapters 5-6

Exam 1 Feb 13 in class

**For Exam 2:**

**2/20**-Chapter 7

**3-01** Chapters 8-9

**3/13**-Chapters 13-14

Exam 2 March 20 in class

**For Exam 3:**

**3/27**-Chapters 15-16

**4-03** Chapters 17-18

**4/17**-Chapters 10-11

Exam 3 April 24 in class

**Instructor: Mike Weigold [mweigold@jou.ufl.edu](mailto:mweigold@jou.ufl.edu)**